



MEDIA RELEASE

MEMORY AND THE MIND PANELS DISCUSS *MOONWALKING WITH EINSTEIN* Professors, Brain Specialist, and Other Experts at the Public Libraries

Santa Barbara, CA – February 5, 2013

Over 240 public library copies of book, *Moonwalking With Einstein: The Art and Science of Remembering Everything* are checked out almost as soon as they are returned by readers. The Santa Barbara Public Library System, along with UCSB campus, Santa Barbara City College Library and other local schools, encourages everyone to read this remarkable book and talk about it with others as part of the annual Santa Barbara Reads program.

Moonwalking with Einstein recounts author Joshua Foer's journey as a participant in the U.S. Memory Championships, and his yearlong quest to improve his memory under the tutelage of top "mental athletes." Drawing on cutting-edge research, a surprising cultural history of remembering, and venerable tricks of the mentalist's trade, he transforms our understanding of human memory. All it takes to have a better memory," Foer told the New York Times, "are a few tricks and a good erotic imagination." In the book, he explains that it is "a matter of learning to 'think in more memorable ways,' using a set of mnemonic techniques almost all of which were invented in ancient Greece."

The next phase of the Santa Barbara Reads program will begin on February 13, when the first of three public library discussion panels will be presented. All community members are encouraged to attend one of more of these free events, to hear the professors and other experts speak about the book from their very different perspectives, and about the issues it raises. Those who have not read the book are welcome to join the audience -- and might want to read it later.

"Our Santa Barbara Reads program is always made more interesting by our partnership with UCSB Reads," said Santa Barbara Public Library System Director Irene Macias, "because discussions among the learned presenters brings so much to our understanding of the book." When a music professor, a medical brain specialist, an art museum director and a comparative literature professor discuss a book about memory and the mind from their very different perspectives, the discussion is bound to take an unpredictable turn.

The schedule of public discussions and panelists is as follows:

Wednesday, February 13, 6 pm

Montecito Library, 1469 E. Valley Rd., Montecito

Panelists:

Susan Derwin (Interdisciplinary Humanities Center)
Helen Morales (UCSB Classics)
Kathleen Moore (UCSB Religious Studies)
Skona Brittain (Math and Games Specialist)

Tuesday, February 26, 4:30 pm

UCSB Library

Panelists:

Paul Rivas (Campus Learning Assistance Services)
Robert Morstein-Marx (UCSB Classics)
Mike Gazzaniga (SAGE Center for the Study of Mind)

Wednesday, February 20, 6 pm

Santa Barbara Central Library

Panelists:

Ken Kosik (Cottage Center for Brain Fitness)
Bruce Robertson (UCSB Art Museum)
Ruth Hellier-Tinoco (UCSB Music)
Dominique Jullien (UCSB Comparative Literature)

Thursday, February 28, 6 pm

Solvang Library

Panelists:

Patrick Faverty (UCSB Education)
John Park (UCSB Asian American Studies)
Cheryl Jaworski (UCSB English)

The Reads program wraps up when US Memory Champion and author of *Moonwalking with Einstein*, Joshua Foer, presents a free public lecture on Monday, March 4 at 8:00pm at Campbell Hall on the UCSB campus. Copies of the book will be available for purchase and signing.

The book may be borrowed from all public libraries in paperback, and also in large type, audio, and digital formats. There are two "Book Club in a Bag" sets of *Moonwalking* for reading groups to share.

For more information about Santa Barbara Reads or other Santa Barbara Public Library System programs and services, visit the web site at [SBPLibrary.org](http://sbplibrary.org), or call 805-564-5604.

All Library programs are FREE and open to the public.

Contact: Chris Gallery, Reference Librarian

Phone: 805-564-5604

Email: cgallery@santabarbara.gov

Santa Barbara Reads: <http://www.sbplibrary.org/sbread/moonwalking.html>

UCSB Reads: <http://guides.library.ucsb.edu/content.php?pid=215982&sid=1796567>

Joshua Foer: <http://joshuafoer.com/> including his TED Talk

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